

MARK SCHEME for the May/June 2009 question paper
for the guidance of teachers

**9713 APPLIED INFORMATION & COMMUNICATION
TECHNOLOGY**

9713/03

Paper 3 (Written B), maximum raw mark 80

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes must be read in conjunction with the question papers and the report on the examination.

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- 1 (a) Any **five** points from:
- send out questionnaires/surveys to **target groups**
 - carry out personal interviewing in shop/street
 - carry out telephone/email surveys of **target groups**
 - ... using a computer based script
 - web sites/pop-ups – ask views/collect information online
 - monitor sales of items from shops
 - research results – competitors/academics/consumer trends
 - target groups log on to discussion board (i.e. forum) to give their opinions
 - input results from questionnaires using ICT e.g. OMR reader
 - store all the information on a database ...
 - ... and (*later*) analyse the information
 - produce a report showing results of surveys

Do not penalise more than **once** for not using the scenario

[5]

- (b) **One** mark for each design item + **one** mark for description:
- specify what hardware is needed...
 - ... volumes of data handled will determine the choice of hardware
 - specify what software is needed...
 - ... web shop features will determine the choice of software
 - design the validation rules...
 - ... form of input and file structures will determine validation tests
 - design the file structures...
 - ... will be determined by what is stored, type of data, etc.
 - design of DFD...
 - ... showing the flow of data through the system
 - design report layouts...
 - ... e.g. customer receipt, stock report
 - design backup system...
 - ... routines/hardware required

[6]

- (c) **One** mark for describing each strategy + **one** mark for reason related to the scenario
- parallel running...
 - ... to enable both systems to operate together and integrate both/there is a back-up system if the new one fails
 - pilot scheme...
 - ... this enables one area/shops change to new scheme/until new system proven
 - phased implementation...
 - ... (one area is changed over and) gradually spreads throughout the company

[4]

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- 2 (a)** Any **six** points that relate to a music web site from:
- shopping basket/list of purchases
 - secure buying when using a credit card
 - “when customers bought X, they also bought Y” facility
 - search facility for artist/title/genre
 - e-voucher purchase/gift option for someone else
 - wish list
 - suggestions for user based on previous purchases
 - order history/ability to track status of orders
 - delivery options
 - ability to listen to tracks/see video clips
 - reviews of albums/films/books and listing of tracks
 - recognise customer as soon as they log on/saved customer details/customised pages
 - option to select different languages/currency conversion
 - links to other music sites/genres
 - news page e.g. new releases
- [6]
- (b)** Any **four** points from:
- ability to send an email with query
 - frequently answered questions (FAQ) section
 - online help chat/email system
 - telephone call centre
 - operators provided with a script to assist customer
 - drop down boxes with helpful hints/automatic advice
 - help wizards
 - company contact details for snail mail/to visit
- [4]
- 3** Any **three** with the identification and the expansion from:
- worsens the digital divide... due to some people not having ICT resources
 - changing job patterns in high street shops... fewer customers on high street/more ICT based jobs/fewer unskilled jobs
 - identity theft... deleting/amending/distributing personal details
 - open to computer fraud... money taken from credit cards/goods intercepted from online order details/hacking into systems
 - more addictive... easy to spend too much
 - lack of socialising/exercise/try before you buy... plus expansion
- [6]
- 4** Any **four** points from:
- (Gannt charts) show all stages/tasks to be done
 - (Gannt charts) show the critical paths(s)
 - (Gannt charts) show key project milestones
 - (Gannt charts) also show:
 - number of days to do tasks
 - progress on tasks as % complete
 - progress versus expected time to do work
 - how tasks are all linked together
 - how financial targets are being met
 - allows emailing of tasks/project information to others automatically/post to website or download project information
 - allows use of PERT charts
 - allows use of resource graphs
- [4]

Page 4	Mark Scheme: Teachers' version	Syllabus	Paper
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- 5 (a) (i) Any **two** points from:
thin layer of powder sprayed from ink jet spray head
machine repeats process building up layer after layer to form object
it uses slicing (tomographic) technology
places a binder/glue during the layering process
can use plaster or ceramic in powder form [2]
- (ii) can handle/see components (before expensive tooling up)
less expensive than making a model by conventional methods
can test model (before expensive tooling up) [2]
- (b) **One** mark for device + **one** mark for reason:
graph plotter
– produce large scale drawings on paper
– very accurate drawings on paper to any scale
large screen
– to allow development of new designs/products
– allows enlargement of components
– allows use of light pens (etc.)
second monitor
– to show commands [4]
- 6 (a) Any **two** points from:
computer files can be updated in real time
can be set up at short notice to overcome crises
regular meetings become viable
initial hardware costs are offset by savings in travel costs
safety aspects – no risk of kidnapping/terrorism
no travelling time required away from office hence more productive [2]
- (b) Any **five** points from:
increase in terrorist attacks has driven the need for video conferencing
faster communication/broadband connections
wider availability of high speed links
companies have tended to become global
faster processors in computers now allow for jerk-free images
multi-screen technology
general improvements in technology has lowered costs/improved image quality [5]

Page 5	Mark Scheme: Teachers' version	Syllabus	Paper
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- 7 (i) hubs
- used to connect computers to server/computer
 - not very efficient network device
 - sends data to all linked devices
 - may amplify received signal
 - works at MAC level
- [2]
- (ii) routers
- gateway device
 - links LANs to make a WAN
 - includes a firewall
 - directs packets according to their IP address
 - stores list of connected devices
 - redirects packets to correct switch/hub
 - translates protocols (between networks)
- [2]
- (iii) switches
- an advancement on a hub
 - directs the data stream only to the addressed device
 - prevents congestion on segment of network
 - uses a list of device addresses
 - redirects 'ack' packet directly to sending computer
 - works at MAC level
- (iv) telnet
- is a protocol (internet)
 - used to gain access to another users computer/remote access to server
 - used to transfer/access data
 - requires a password login id
 - lacks security
 - uses TCP/IP protocol (as a lower level)
- [2]
- 8 (a) Any **two** points from:
- system produces most efficient route
 - company can save fuel/less wear and tear on vehicles
 - company will know nearest driver in case of urgent pickup
 - drivers save time in planning journey/driving hours
 - able to give customers better predicted delivery times
 - can be uploaded to a SatNav
- [2]
- (b) Any **five** points from:
- gather information from maps, drivers, etc.
 - key information in to the knowledge base
 - knowledge base contains information about routes (e.g. distance between locations)
 - create the rules base which stores relationships between locations etc.
 - create the inference engine which does the logic processing
 - determine the input data/method required
 - test the system with known current routes
 - GPS route data added to knowledge base
 - develop validation rules
 - determine the output/means required when new or better routes found, update the system/upload new road information e.g. roadworks
 - feedback on success of route after each journey
- [5]

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- 9 (a)** Any **four** points from:
- set up a web site to promote the business
 - send emails (automatically) to customer base
 - producing hard copy advertisements using DTP
 - advertising on large screen display e.g. football ground live display
 - popups on web sites
 - advertising/links on other web sites/Pixel Advertising
 - buy email distribution lists
 - producing podcasts
 - create blogs/twitters
 - production of adverts for (cable/Digital) tv ...
- [4]
- (b)** Any **four** points from:
- to target appropriate customers
 - create standard document using fields from customer database using customer data base as the data source
 - query the data base for appropriate customers
 - use of mail merge wizards
 - when merged each document is personal to that customer
 - also use mail merge facilities to address envelopes/create labels
- [4]
- 10 (a)** Any **two** points from:
- information is specific to company that are not in the public domain e.g. sales figures, social events, company news announcement
 - personnel directory with telephone numbers, email address
 - stop staff using the internet for their own purposes
 - control pages uploaded/downloaded on server
 - access to templates/common files
 - book video conferencing suite/meeting rooms
- [2]
- (b)** Any **five** points from:
- firewalls to monitor/stop unauthorised traffic
 - encryption of sensitive data to fulfil legal requirements
 - user ids/password/biometric device to establish user access rights
 - anti-spam software uses filtering to automatically delete junk mail/reduce unnecessary traffic on network
 - anti pop up software denies unwanted sites
 - anti-spyware software stopping cookies/keylogging
 - anti-adware software to stop unwanted material
- Note: mention of internet security suite merits just one mark unless broken down into components
- [5]